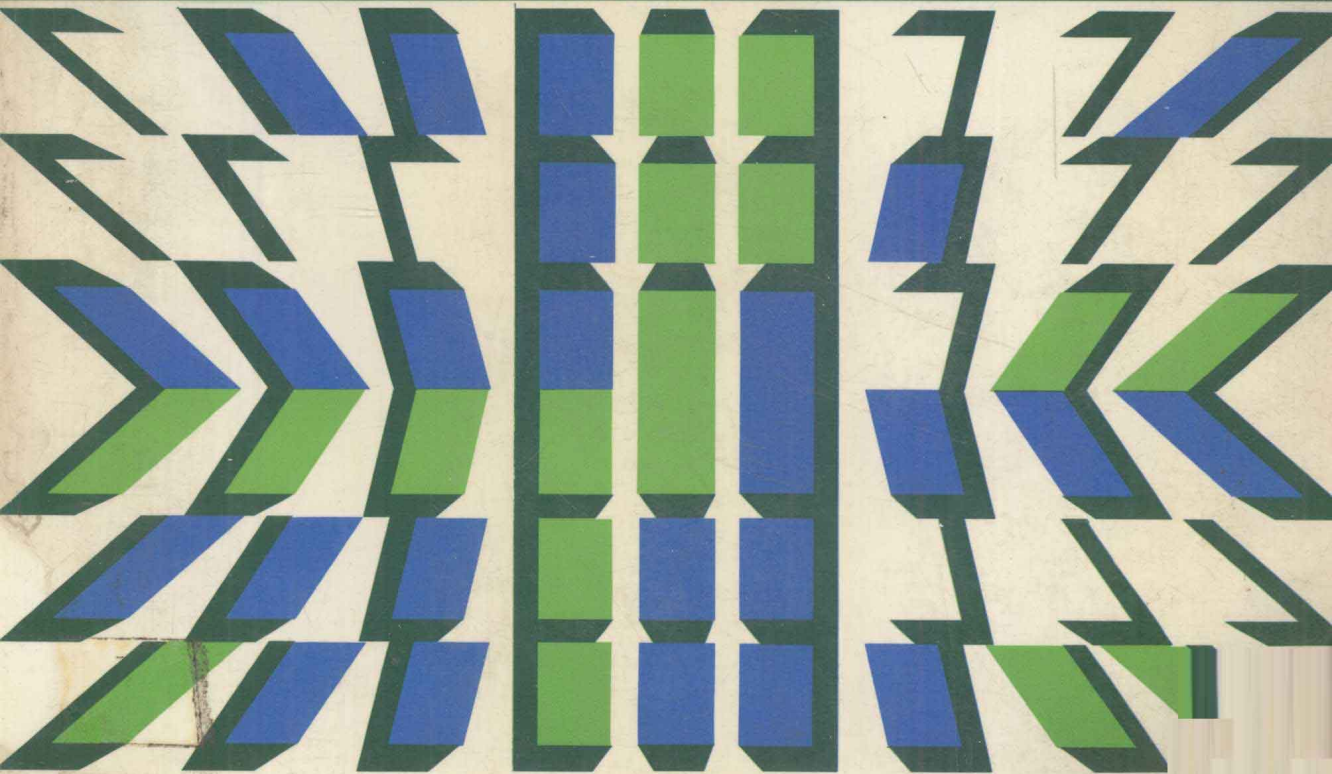


GAIL TOM

Applications of Consumer Behavior

Readings and Exercises



Applications of Consumer Behavior: Readings and Exercises

Gail Tom

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To My Parents
Who have been a constant source
of support, understanding,
and encouragement

Preface

With origins in the mid-1960s, the development of the study of consumer behavior as a formal discipline is a recent arrival in academics. Within this short period of time, the burgeoning literature in consumer behavior clearly evidences the contributions the study of consumer behavior has made and promises to make to business organizations, public agencies, and nonprofit organizations.

The importance of the study of consumer behavior to marketing is demonstrated by the evolution of the goals and emphasis in marketing. From its original foundation as a branch of applied economics, with emphasis on production, to a management discipline, stressing an orientation to increase sales, marketing has evolved to its current characterization as an applied behavioral science with a focus on understanding the behavioral implications of the elements of the marketing mix. In short, marketing has evolved to the realization that it must take its marching orders from the consumer, because the consumer is the arbiter of success.

The criticality of understanding consumer behavior applies not only to marketing strategy planning, but is of equal importance to nonprofit organizations' policy development and to public policy formation. Whether the orientation of the organization is profit or nonprofit, public or private, its efficiency, effectiveness, and very survival depend to a large extent upon its ability to understand consumer behavior.

The complexity of consumer behavior requires the adoption of an interdisciplinary orientation to its study with contributions from psychology, sociology, anthropology, economics, marketing, consumer science, and political science. This eclectic approach makes the study of consumer behavior rich, varied, and dynamic, but at the same time unwieldy and difficult for the student to integrate and apply.

This all too frequently produces an artificial schism between the academic world and the real world. The student is a member of both, but separates what is learned in the classroom from what is experienced in the real world on a daily basis. The purpose of this anthology of readings and exercises is to bridge the gap that exists between what is between the covers of a consumer behavior textbook and its occurrence and application in the real world. It is intended to be an educational tool to supplement and complement consumer behavior textbooks. The purpose of this collection of readings and exercises is to allow the student the opportunity to be an active, creative participant in the learning process.

The anthology is divided into four parts:

1. The study of consumer behavior: introduction and overview.
2. Social and cultural influences on consumer behavior.
3. Intrapersonal influences on consumer behavior.
4. Consumer decision making.

Each topic is preceded by an overview of the articles and exercises included.

The readings in this book have been selected according to the following criteria:

1. The articles illustrate real-world applications of the theories and concepts introduced in textbooks.
2. The articles strengthen and deepen the students' understanding of basic principles and concepts.
3. The articles are readable.
4. The articles encourage class discussions and integration of material.
5. The articles encourage the students to appreciate the potential contributions of consumer behavior to profit, nonprofit, government organizations and to themselves as consumers.

The exercises have been designed with the following objectives in mind:

1. To allow the student to experience the application of the concepts and principles introduced in the text.
2. To allow the student to conduct "experiments" that will allow him or her to develop an understanding of how the principles were derived.
3. To understand the usefulness of what they are learning to problem solving.

These exercises are of three types. Some of the exercises are designed to be integrated with the instructors' lectures as an illustration or application of a concept or principle. A second type of exercise is designed for small group discussion and participation. The third type of exercise is more "experimental" in nature and is designed with the intent of giving the student a sampling of behavioral research methodologies and techniques. These three types of exercises provide options in the selection and combination of those exercises that are most appropriate for the goals and objectives of a particular consumer behavior course.

Gail Tom

Acknowledgments

The fruition of this book is the result of the efforts of many people. I am grateful to my students whose enthusiastic interest and insightful inquiries provided me with impetus and motivation for this book. I am indebted to my teachers, Howard Schutz and Margaret Rucker for introducing me to and sparking my interest in the study of consumer behavior.

Many individuals contributed to the completion of this effort. I am appreciative of the valuable administrative support contributed by Dale Tom and Alice Tom. I extend my appreciation to Mary Krieg for her cheerful and efficient help. I thank Elizabeth Classon, Acquisitions Editor; Rick Laveglia, Production Editor; Gert Glassen, Supplemental Books Editor; Paul Feyan, representative, and the many people at Prentice-Hall.

I acknowledge the authors, advertising agencies, and companies for their permission to include their work in this book. I extend my gratitude to: Harold H. Kassarian, Carol A. Scott, University of California, Los Angeles; Michael A. Belch, San Diego State University; Michael K. Mills, University of Southern California; Jerry C. Olson, Pennsylvania State University; Robert B. Settle, San Diego State University, for their valuable suggestions and constructive comments in the drafts of this book.

Finally, to my husband Calvin Tong and my son Ryan Tom Tong, I give thanks for their love, support and joy.

Cross-Reference Table for Applications in Consumer Behavior: Readings and Exercises

Text	Part I	Part II	Part III	Part IV
1. Assael: <i>Consumer Behavior and Marketing Action</i>	Chs. 1, 18	Chs. 9, 10, 11, 12, 13, 14	Chs. 5, 6, 7, 8, 18	Chs. 2, 4, 15, 16, 17, 19, 20, 21, 23
2. Berkman and Gilson: <i>Consumer Behavior Concepts and Strategies, Second Edition</i>	Chs. 1, 3	Chs. 4, 5, 6, 7	Chs. 8, 9, 10, 11	Chs. 12, 13, 14, 15
3. Block and Roering: <i>Essentials of Consumer Behavior, Second Edition</i>	Ch. 1	Chs. 3, 4, 5, 6	Chs. 7, 8, 10, 15	Chs. 2, 9, 11, 12, 13, 14, 17, 18
4. Cohen: <i>Consumer Behavior</i>	Ch. 1	Chs. 2, 3, 4, 5, 6, 10	Chs. 7, 8, 9, 10, 11, 12	Chs. 13, 14, 15, 16, 17, 18, 19, 20
5. Engle and Blackwell: <i>Consumer Behavior, Fourth Edition</i>	Ch. 1	Chs. 3, 4, 5, 6, 7	Chs. 8, 9, 19	Chs. 2, 10, 11, 12, 13, 14, 15, 16, 17, 18, 21, 22
6. Hawkins, Coney, and Best: <i>Consumer Behavior</i>	Ch. 1	Chs. 4, 5, 6, 7, 8, 9, 14	Chs. 11, 12, 13	Chs. 3, 10, 15, 16, 17, 18, 19
7. Kerby: <i>Consumer Behavior</i>	Ch. 1	Chs. 19, 20	Chs. 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16	Chs. 17, 18
8. Loudon and Della Britta: <i>Consumer Behavior Concepts and Applications</i>	Chs. 1, 2, 3, 4, 5	Chs. 6, 7, 8, 9, 10, 11	Chs. 13, 14, 15, 16, 17, 18	Chs. 12, 19, 20, 21, 22
9. Runyon: <i>Consumer Behavior and the Practice of Marketing, Second Edition</i>	Chs. 1, 2, 3, 18	Chs. 5, 6, 7, 8	Chs. 9, 10, 11, 12, 13, 14	Chs. 15, 16, 17
10. Reynolds and Wells: <i>Consumer Behavior</i>	Chs. 1, 2	Chs. 3, 4, 5, 6, 7, 8, 15	Ch. 9	Chs. 10, 11, 12, 13, 14
11. Shiffman and Kanuk: <i>Consumer Behavior, Second Edition</i>	Ch. 1	Chs. 8, 9, 11, 12, 13	Chs. 2, 3, 4, 5, 6	Chs. 7, 10, 14, 15
12. Walters: <i>Consumer Behavior, Third Edition</i>	Chs. 1, 23, 24	Chs. 16, 17, 18, 19, 20, 21, 22	Chs. 9, 10, 11, 12, 13, 14, 15	Chs. 5, 6, 8, 25, 26, 27
13. Williams: <i>Consumer Behavior Fundamentals and Strategies</i>	Chs. 1, 9	Chs. 7, 8, 11, 12	Chs. 3, 4, 5, 6, 11, 12, 13, 15	Chs. 2, 10, 14, 15, 16, 17, 18
14. Woods: <i>Consumer Behavior</i>	Chs. 1, 2	Chs. 5, 13, 14	Chs. 6, 7 (Parts 1 and 2), 8, 9, 10, 11, 12, 13	Chs. 8, 19

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